



PUBLIC INFORMATION, EDUCATION AND RELATIONS (PIER) NATIONAL STANDARD CURRICULUM

Emergency medical services (EMS), by their nature, are constantly in the public eye. This visibility brings with it certain responsibilities to the public -- to explain what is happening at an emergency scene as accurately as possible, to respond to public inquiries regarding an emergency response procedure, to help citizens understand how and why their EMS providers respond the way they do, and to help educate the public regarding injury and illness prevention. A strong public information, public education, and public relations (PIER) program can help an EMS operation cope with the challenges presented by today's emergencies.

A good PIER program can save money as well as lives.

The need for PIER training was identified in 1991 at the National Highway Traffic Safety Administration's (NHTSA) National PIER Conference and in State EMS Assessments. By December 1993, the first pilot courses had been held and final revisions to the curriculum resulted in the PIER National Standard Curriculum.

The Public Information Education and Relations (PIER) is the newest addition to the National Standard Curriculum. Courses developed to date provide national guidelines for training and, in most cases, have been incorporated into state legislation. Although states modify these programs to meet their individual requirements, all states use the NHTSA National Standard Curricula as a basis for their training.

The PIER course is a one day seminar designed for EMS providers who are actively involved or are interested in becoming involved in conducting public information, public education, and public relations

programs. It is for Emergency Medical Service personnel who are likely to:

- ▶ work with the media on EMS issues and injury prevention
- ▶ prepare briefings for media, legislators, and community groups on EMS and injury prevention issues
- ▶ distribute information about EMS and injury prevention to a variety of audiences
- ▶ conduct public education programs on EMS and injury prevention

The course materials consist of an Administrator's Guide, Instructor's Manual, Student Manual, visual aids, and references. The PIER program includes program planning, implementation, and evaluation, media relations, and on-scene media relations. The PIER course is interactive. Participants practice the techniques of how to develop a press release, conduct mock television interviews, give lectures, and lead group discussions.

HOW TO ORDER

Following initial distribution to State Emergency Medical Services offices, the Instructor Manual, Videotape, and Student Resource Manual of the PIER course may be purchased from the Superintendent of Documents, Government Printing Office, PO Box 371954, Pittsburgh, PA 15250-7954, or fax (202) 512-2250.

For more information, contact Helen Dear, Emergency Medical Services Division, NHTSA, NTS-14, 400 Seventh Street, S.W., Washington, DC 20590, (202) 366-4297, e-mail: hdear@nhtsa.dot.gov

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